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PRESIDENT'S COMMISSION ON PERSONNEL INTERCHANGE

Executive Registry

77-8096

June 21, 1977

RH —  
I'll respond  
after "clarification."

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Honorable Enno H. Knoche  
Deputy Director  
Central Intelligence Agency  
Washington, DC 20505

Dear Mr. Knoche:

This is an invitation for you to speak informally and off-the-record to the Interchange VIII group of Presidential Executives from the private sector during their week-long Orientation Seminar, beginning on September 12, 1977.

These executives are selected from the ranks of business for their management talent and expertise and potential for advancement to a senior position within their organization. Under the auspices of the President's Executive Interchange Program, they spend a year in exacting positions within the Federal Government, transferring management expertise while establishing an improved means of communication between the public and private sectors.

The executives see, first-hand, the decision making process of the sector to which they are assigned and through the various educational activities.....the Orientation Seminar being the first of the Program year.....they meet the decision-makers.

We hope that your schedule can be arranged for you to meet with the group in Washington at the Sterling Institute, located in the Watergate Hotel, 2600 Virginia Avenue, N.W. Your session will be an hour and a half in duration, with the first part for your presentation and the balance of the time spent on questions from the group. Specifically, we would hope that you could address the subject of "Future of the U.S. Intelligence Community".

PRESIDENT'S COMMISSION ON  
PERSONNEL INTERCHANGE

1900 E. STREET NW  
WASHINGTON, D.C. 20415

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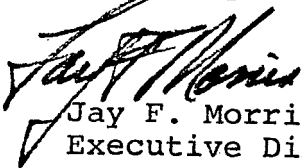
(202) 632-6834

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I am enclosing a brochure which explains the President's Executive Interchange Program in detail. Further, Ms. Jan Zeszutek, who directs the Commission's Education Program, will be in contact with your office to confirm your availability and schedule a mutually convenient time during that week.

We look forward to your being a part of this Seminar.....I know you will find the Presidential Executives a warm and enthusiastic group, eager to benefit from your experiences.

Sincerely,



Jay F. Morris  
Executive Director

Enclosure

# Dunn Review

## A UNIQUE JOB SWAP FOR EXECUTIVES

A little-known program gives a select group of middle-level managers in industry and government a chance to work in each others' bailiwick. It has achieved notable success.

At a time when business and government seem to be constantly at loggerheads, one little-known venture is achieving considerable success in bridging the gap between the private and public sectors. The President's Executive Interchange Program gives a select group of middle-level managers in industry and government a chance to work for a year in each others' bailiwick. More than 400 men and women have taken part in the program since it was started eight years ago by President Lyndon B. Johnson, and fifty-to-sixty more are now being chosen for next year's exchange, which begins in September.

The one-year stint is no mere sabbatical, though. Each exchange executive is expected to make a substantial contribution to whatever agency or company he signs up with. The executives from the private sector grapple with such basic national issues as energy, inflation, the environment, housing and transportation in any of a dozen or so government agencies. The emigrés from Washington offer companies their special skills in such areas as economic planning, urban development, marketing analysis, international relations and management information systems. Beyond the benefits of cross-fertilization, the program is designed to develop a cadre of business executives with successful mid-career government experience who could be called upon in the future to deal with national issues in higher appointive posts or on advisory boards.

Among participants in the current program, for example, Joseph L. Barrow Jr., a vice president of the United Bank of Denver, is at the Energy Research and Development Administration working on ways to measure prospective public acceptance of various energy-saving programs; Joseph C. Cook Jr., an industrial engineer for drugmaker Abbott, is introducing the concept of management by

objectives to the International Trade Commission as its acting director of administration; and Maureen Smith, a policy-planning analyst for the Commerce Department, is involved in international strategic planning for General Electric Co. "I think the government gets a high return on its investment in

these people," says Walter W. Barto Jr., vice president of corporate affairs for drugmaker SmithKline Corp., who is currently a member of the President's Commission on Personnel Interchange, which administers the program.

The Commission is a sixteen-member group chosen by the President. At present, five of the members are government officials, the rest are leaders in the business world. Commissioners serve for two years; working on a part-time basis, their main function is to set broad policy guidelines for the program and acquaint other government and business leaders with its workings.

### Choosing the Participants

Any government agency or company that wants to take part in the exchange program can nominate one or more outstanding mid-career employees who it believes have maximum potential for advancement. In most years, that initial process of selection produces a pool of some 200 candidates. The candidates are then interviewed and screened by the Commission staff, headed by Executive Director Jay Morris, which makes the final selection. In making its choices, Morris says, the staff tries to get a wide mix of individual skills and types of business.

Nominations of candidates for the 1977-78 program closed at the end of March. About one out of three will be accepted, and each of the winners will then have a half-dozen or more interviews with prospective employers. Candidates have considerable leeway in choosing which host organization to join, but possible conflict of interest, which the Commission takes very seriously, could restrict their selection.

Some companies—such as General Electric, IBM and International Paper—have been continually active in the program and take or lend exchangees year



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Morris: Trying to get the broadest mix

